

Case Study of Exemplary Program

For a case study of an effective public outreach and education campaign, DPR chose a project conducted by the Central Contra Costa Sanitary District (Central San). The project is a broad-based, community effort to increase awareness that improper pesticide use and disposal can harm water quality. The program also seeks to reduce the risks of pesticides used by the general public.

There are four main elements to Central San's program:

■ *IPM Demonstration Garden:*

The one-third-acre test garden was constructed near Central San's household hazardous waste facility. The garden was built as an interactive opportunity for visitors to understand IPM through visual representation and signs that explain IPM methods.

■ *IPM Partnership with Stores and Nurseries:*

Central San worked with four retail establishments as IPM partners. Store staff received IPM product training and learned how to assist customers with gardening problems. Central San also provided store displays and related handout materials to their retail partners.

■ *IPM Partnership with Master Gardeners:*

Master gardeners were recruited and trained by Central San to conduct public IPM workshops. All Master Gardeners were given training and materials to conduct the seminars. Central San actively promotes the workshops through newspapers, newsletters, at retail partnership stores, and at special event booths.

■ *Communications:*

This includes participation in industry meetings, presentations at conferences and workshops, and other efforts to keep industry representatives and officials apprised of program achievements.

While this project may offer many useful ideas for other POTWs, it should be noted that the program was designed specifically by and for the Central Contra Costa Sanitary District. Some aspects of the program, including recommendations and characterizations of pest problems and solutions, may not correspond to policies endorsed by DPR and other agencies.